

## ORDER



**Orders**  
**Order / Rev:** 691379  
**Alt Order #:** 06185533  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 180  
**Flight Dates:** 06/26/12 - 06/30/12  
**Original Date / Rev:** 06/18/12 / 06/18/12  
**Order Type:** Political

**WUSA**  
**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	06/30/12	18	\$35,000.00	\$29,750.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	18	\$35,000.00	\$29,750.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$35,000.00</b>	<b>\$29,750.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WUSA	20%	\$35,000.00
Market	100%	\$175,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$43,750.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$61,250.00
WTTG	20%	\$35,000.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	06/26/12	06/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-TWTF--	:30	8	\$600.00	P-3	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 06/25/12		06/25/12	07/01/12	-TWTF--			8		\$600.00		0.00				
2	WUSA	06/26/12	06/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 06/25/12		06/25/12	07/01/12	-TWTF--			4		\$1,800.00		0.00				





